

ORDER



Orders
Order / Rev: 723553
Alt Order #:
Product Desc: Prop 121 Flight 10/18-10/25, 2012
Estimate:
Flight Dates: 10/18/12 - 10/25/12
Original Date / Rev: 10/18/12 / 10/18/12
Order Type: Political

KPNX

Primary AE: Mike Mejia
Sales Office: KPNX
Sales Region: LOC

Agency Name: Riester Corporation/ POL
Buying Contact:
Billing Contact:
 802 N 3rd Ave
 Phoenix, AZ 85003

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Prop 121
Demographic: A18-49
Product Codes: IS-Issue/Ballot
Priority: P-1
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/25/12	10	\$14,500.00	\$12,325.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	10	\$14,500.00	\$12,325.00	8.80
Totals	10	\$14,500.00	\$12,325.00	8.80

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Mejia			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KPNX	10/19/12	10/19/12	M-F 5-530p M-F 5-530p	CM	5-530p	----F--	:30	1	\$1,000.00	P-1	1.20	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	----F--		1				\$1,000.00		1.20			
2	KPNX	10/22/12	10/25/12	M-F 5-530p M-F 5-530p	CM	5-530p	MTWT---	:30	2	\$1,000.00	P-1	1.20	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTWT---		2				\$1,000.00		1.20			
3	KPNX	10/19/12	10/19/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	----F--	:30	1	\$1,000.00	P-1	1.30	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	----F--		1				\$1,000.00		1.30			
4	KPNX	10/22/12	10/25/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	MTWT---	:30	3	\$1,000.00	P-1	1.30	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTWT---		3				\$1,000.00		1.30			
5	KPNX	10/19/12	10/21/12	12 News 10pm M-SU 12 News 10 pm M-Su	CM	10-1035p	----FSS	:30	1	\$2,500.00	P-1	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	----FSS		1				\$2,500.00		0.00			
6	KPNX	10/22/12	10/25/12	12 News 10pm M-SU 12 News 10 pm M-Su	CM	10-1035p	MTWT---	:30	2	\$2,500.00	P-1	0.00	NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTWT---		2				\$2,500.00		0.00			

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Product Desc: Prop 121 Flight 10/18-10/25, 2012
Estimate:

KPNX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
*Tax 1 Note: Tax 0.5%.													Totals	10 \$14,500.00